

# Downtown Vision Plan - City of St. Clair, Michigan



November 1, 2007



Downtown Vision Plan

St. Clair Downtown Deveoplment Authority Board of Directors:

- Tom Acton
- Scott Adkins, City Superintendent
- Pat Coughlin
- David Gillis
- Bill Kauffman
- Butch Kindsvatter, City Council liason
- Roy Klecha
- Dan Lockwood, Chairman
- Frank Moore
- Fred Moore
- Candy Paeth
- Steve Schwehofer
- Kathy Schoeneweg
- Paul Wade

Prepared by:



235 E. Main Street, Suite 105  
Northville, MI 48167  
(248) 596-0920 p (248) 596-0930 f (888)226-4236 toll free  
www.mcka.com

Ron&Roman Architects  
580 N. Old Woodward  
Birmingham, MI 48009  
(248) 723-5790

Anderson Economic Group  
1555 Watertower Place  
East Lansing, MI 48823  
(517) 333-6984

Special Credits



Table of Contents

Executive Summary and Guiding Principles ..... 1

Downtown Visioning and Design Charrette ..... 2

Gateway to St. Clair ..... 3

    Gateway to St. Clair ..... 4

    Fred Moore Parkway ..... 5

    Pine Shores Golf Club Area..... 6

    Wayfinding and Signage ..... 7

Riverfront ..... 8

    Riverfront Plan ..... 9

    Gaslight District ..... 10

    Clinton Avenue District ..... 11

    Clinton Avenue Plan ..... 12

    Southern Gateway ..... 13

    Palmer Park District ..... 14

    Riverside Avenue ..... 15

    Riverview Plaza ..... 16

Downtown Design Guidelines -

    Riverview Plaza Improvements ..... 17

Downtown Design Guidelines - Placemaking ..... 18

Downtown Design Guidelines - Fred Moore Parkway ..... 19

Downtown Design Guidelines - Riverside Avenue ..... 20

Downtown Plan - Long-Term Potential ..... 21

Downtown Plan - Zoning Plan ..... 22

Implementation Plan ..... 23

Implementation Matrix ..... 25





# Downtown Vision Plan - Executive Summary and Guiding Principles

## Introduction

St. Clair has devoted significant resources to downtown planning over the last 40 years. St. Clair was one of the first communities in the nation to be awarded Urban Renewal projects during the 1960s. The project enhanced Palmer Park, developed the senior center and created the River-view Plaza. While the design and appearance of the Plaza has somewhat tarnished the perception of the project, the impact was to create outstanding views of the river and better access to Palmer Park.

In the years since, the City has developed many plans, including the Beautification Plan, a Non-motorized Trail and Bicycle plan, a Master Plan, a Downtown Plan, A Downtown Development Authority (DDA) Plan, and the MDOT-sponsored M-29 Corridor Study. These plans and studies have all focused on improving the quality of life in St. Clair. Some have even developed economic redevelopment strategies for the Downtown. What these prior plans lacked was significant public input and consensus.

The Urban Renewal projects of the 1960s continue to be judged harshly by those residents living in St. Clair during that time. The reason is that the federal government, under the supervision of the Department of Housing and Urban Development launched an aggressive and, at that time, innovative program of urban renewal as part of President Lyndon Johnson's War on Poverty. These projects did not solicit public input, did not consider public opinion or community desires and were ultimately developed behind closed doors and implemented against the wishes of the community. Every subsequent plan/study has had some level of public input from St. Clair residents. However, much of the "participation" was in the form of public hearings and open houses.

## The Downtown Vision Plan - 2007

This plan is different from its predecessors. Instead of simply stating observations and recommendations, there are specific actions that are detailed and precise. This emphasis on projects and actions breaks an overwhelming task - downtown redevelopment - into manageable projects. It also provides a method to measure success.

## The Vision for Downtown St. Clair

To become a vibrant, year-round destination and to enhance the quality of life for the St. Clair community.

## Guiding Principles

The six guiding principles described on this page are the main elements of this plan and are the elements that should be followed if Downtown St. Clair is to evolve into a year-round destination community.

### *Beautification, Image and Identity*

There is widespread belief among residents that downtown St. Clair needs to change its image. The quickest way to do that (and perhaps the least expensive) is to improve the appearance of the DDA District. "Greening" the DDA district by planting more street trees, creating landscape islands or boulevards on Riverside Avenue, turning the Fred Moore Highway into the Fred Moore Parkway with a landscaped boulevard will significantly change how residents and visitors experience the City. This green face-lift includes extending landscape themes - seasonal plantings, hanging baskets - from Riverside Avenue west to the city limits.

Beautification also includes adopting an official city color, selecting uniform design elements - lights, benches, signs, paving patterns - that define the DDA district. Using one style of light on Riverside Avenue, Clinton Avenue and Fred Moore Parkway will create visual connections between these areas. They will also signify that these streets and spaces are unique. Beautification contributes to the City's identity - a green and clean downtown is a competitive advantage for St. Clair.

### *Walkability*

Another guiding principal is walkability. Successful and sustainable downtowns are designed for pedestrians, not to cater exclusively to cars and auto traffic. A major shortcoming of downtown St. Clair is that the Riverview Plaza is an auto-centric model. There is more space devoted to surface parking than to retail space in the Plaza. The east side of the Plaza buildings that front on Riverside Avenue typically have solid brick walls, small windows and are separated from the sidewalk by a wall and some landscaping. A sustainable, vibrant downtown encourages walking, which requires a comfortable and safe pedestrian environment, interesting buildings, windows, street trees, and wide sidewalks among other things. Reconfiguring Riverside Avenue, adding pedestrian crossings, and enhancing the streetscape all work to make the DDA district more walkable and pedestrian friendly.

### *Connectivity*

It is important to think about the St. Clair Downtown District comprehensively. There are several subareas within the DDA district, each with unique features. The southern gateway, Fred Moore Parkway, Palmer Park, Clinton Avenue, and the Riverside Plaza are all very different spaces. However, they must be interconnected if the DDA is going to be a walkable, pedestrian friendly district.

There are many levels of connections necessary and recommended in this plan. There are the physical connections - trails, paths, sidewalks, crosswalks - that create a walkable district. There are the uniform design elements - hanging baskets, banners, lights, paving - that create a visual connection. There are environmental connections - the Pine River Corridor and St. Clair Riverfront - that are important to the long-term environmental sustainability of the District.

### *History*

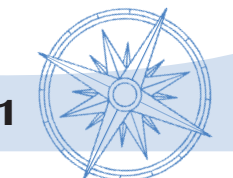
There are few communities in Michigan with the history of St. Clair. It is one of the oldest English speaking settlements in the state, it is known the world over as a vacation destination thanks to the old Oakland Hotel and the venerable St. Clair Inn. This history should be reflected in the architecture of the downtown and should become a theme for public art, the source of interpretive displays and celebrated as something that make St. Clair a unique place.

### *The Rivers*

The St. Clair and Pine Rivers are the City's best resources. They provide recreation for residents and visitors, they are responsible for considerable economic activity, and the view of the St. Clair river is synonymous with the City. As the downtown district evolves, it is absolutely essential to ensure the health of these rivers while maximizing public access to them.

### *Redevelopment and Preservation*

It is critical to maintain the strong historic resources in the DDA district - the Third Street churches and historic homes. Redevelopment should focus on maximizing efficiency, reducing public expenditure and improving what's here. The catalyst project for St. Clair's downtown redevelopment is the renovation of the Riverview Plaza. Renovation and efficient use of resources is a principle because it allows those people that have made financial and sweat investments in this community to continue to grow along with St. Clair. These are the people that the community cannot afford to lose - these people provide the patient capital, the sweat equity and take the ownership necessary for a downtown district to thrive.





# Downtown Visioning and Design Charrette

Day One Focus Group Meeting



Focus Group Presentation - Day One



## Demand for Change

The residents of St. Clair want a change. Over the course of the three-day design charrette held July 12-14, 2007, there was consensus about many things - none more so than the need to change and become a year-round destination. Over 300 people participated in seven different focus group charrettes, another 75 filled out surveys and another three dozen simply walked in during working hours and talked with the design team. Over 75 people turned out on a rainy Saturday afternoon to hear the charrette results, and another 60 for the draft plan presentation on October 22, 2007.

The recommendations contained in this report were borne out of the consensus produced during these sessions. The Design Team facilitated all of the Focus Group sessions and used all of the input generated to inform the design alternatives that were developed over the course of the charrette. This plan is truly reflective of the community's desire - it reflects the scale, intensity and type of change needed. This process was initiated by the community, inclusive and transparent.

Day Two Focus Group Presentations



Informal Discussion - Day One



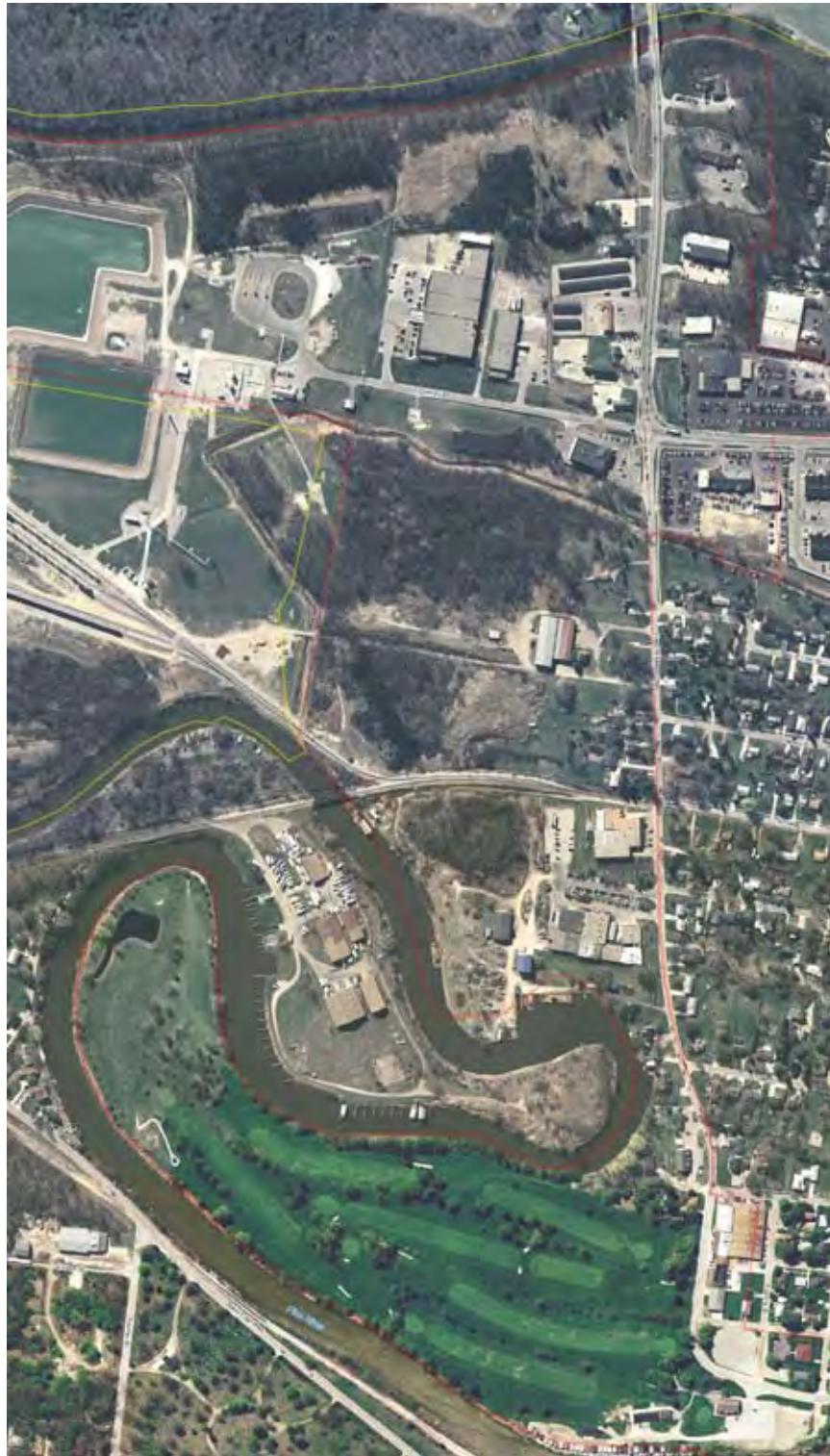
Final Presentation - Day Three





# St. Clair Downtown Vision Plan - Gateway to St. Clair

Aerial photo of the Gateway District



Gateway District Guiding Plan



## Gateway Design Concepts

Gateways are key entry points into a municipality or district which serve to announce arrival in a new, different place and are an opportunity to forge a strong identity that helps to brand a place. St. Clair's gateways are opportunities to better change the perception of the City and the downtown. These key gateways - at the western city limits on Fred Moore Highway, at the M-29 South Riverside Avenue split south of the Pine River, and the north end of Riverside-Avenue (M-29) at the top of the hill - are under-utilized resources.

These areas should be heavily landscaped with unique design details such as distinctive light poles, decorative banners and hanging flower baskets. Gateways should be designed to reflect the character of the community and downtown district. The design elements should utilize uniform colors and design details to visually reinforce the character of the district. These areas should be vibrant, colorful and present a positive, clean image to visitors and residents.

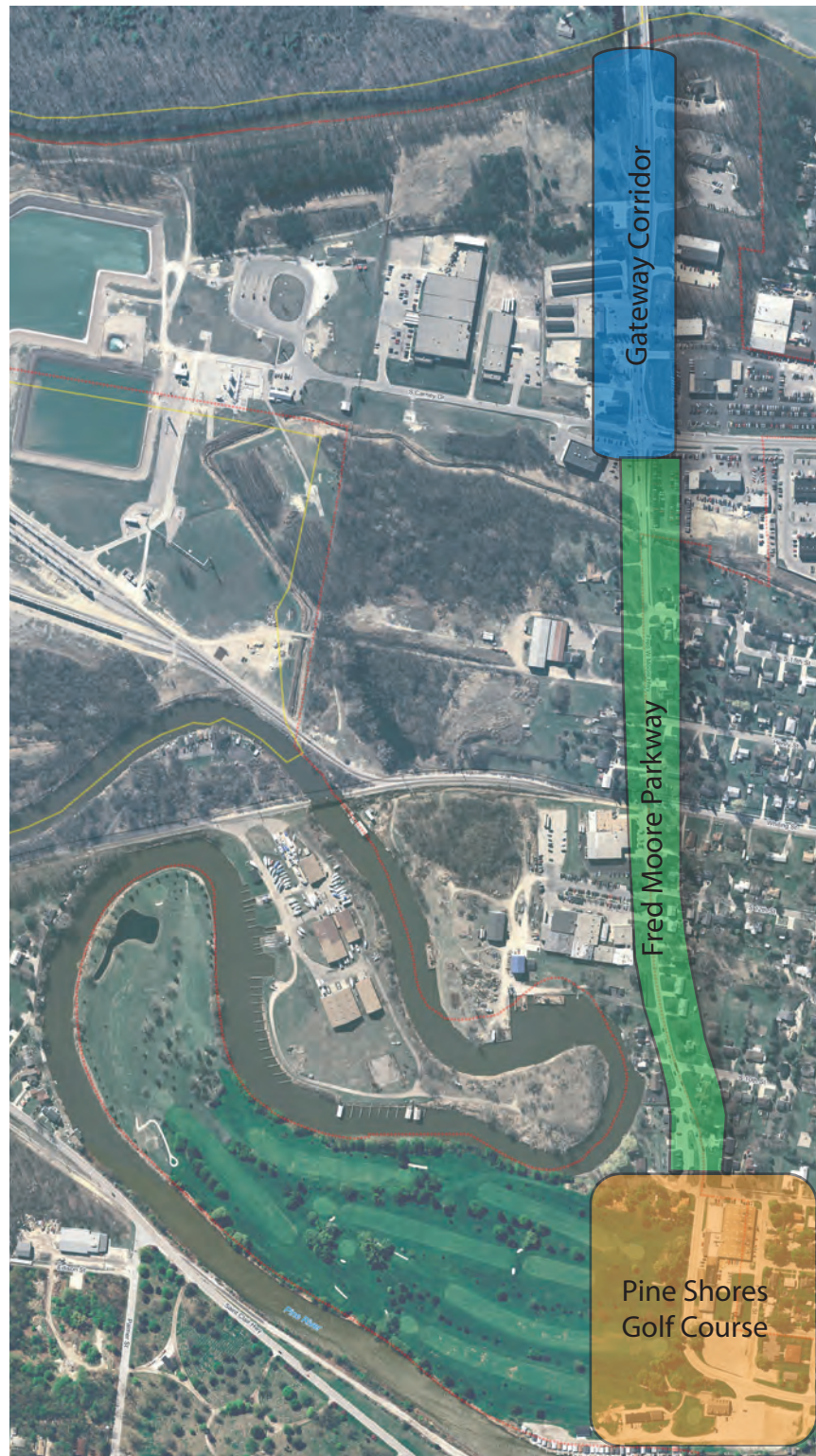
Informational and attractive signage will help to create unique entries that signify people are entering a unique community in St. Clair. The Fred Moore Highway entry corridor needs additional wayfinding signage to direct visitors to the marina, riverfront and golf course.

Existing Gateway into St. Clair at Fred Moore Highway, west of Carney Drive





# St. Clair Downtown Vision Plan - Gateway to St. Clair



View of Marina from Pine Shores Golf Course



Current view of Fred Moore Highway at Pine Shores Golf Course



## The Gateway District

The St. Clair Gateway District begins at the western boundary of the city and follows the Fred Moore Highway east to Sixth Street. This area is important to establish a distinct identity and sense of place about St. Clair because most visitors enter St. Clair from I-94 via Fred Moore Highway. This gateway corridor is the first impression that most visitors get when they arrive in St. Clair.

Current conditions do not distinguish St. Clair as a unique and vibrant destination. Therefore, considerable effort should be made to improve the aesthetic appearance and the function of the Fred Moore Highway as it enters the City and winds eastward toward the St. Clair River.

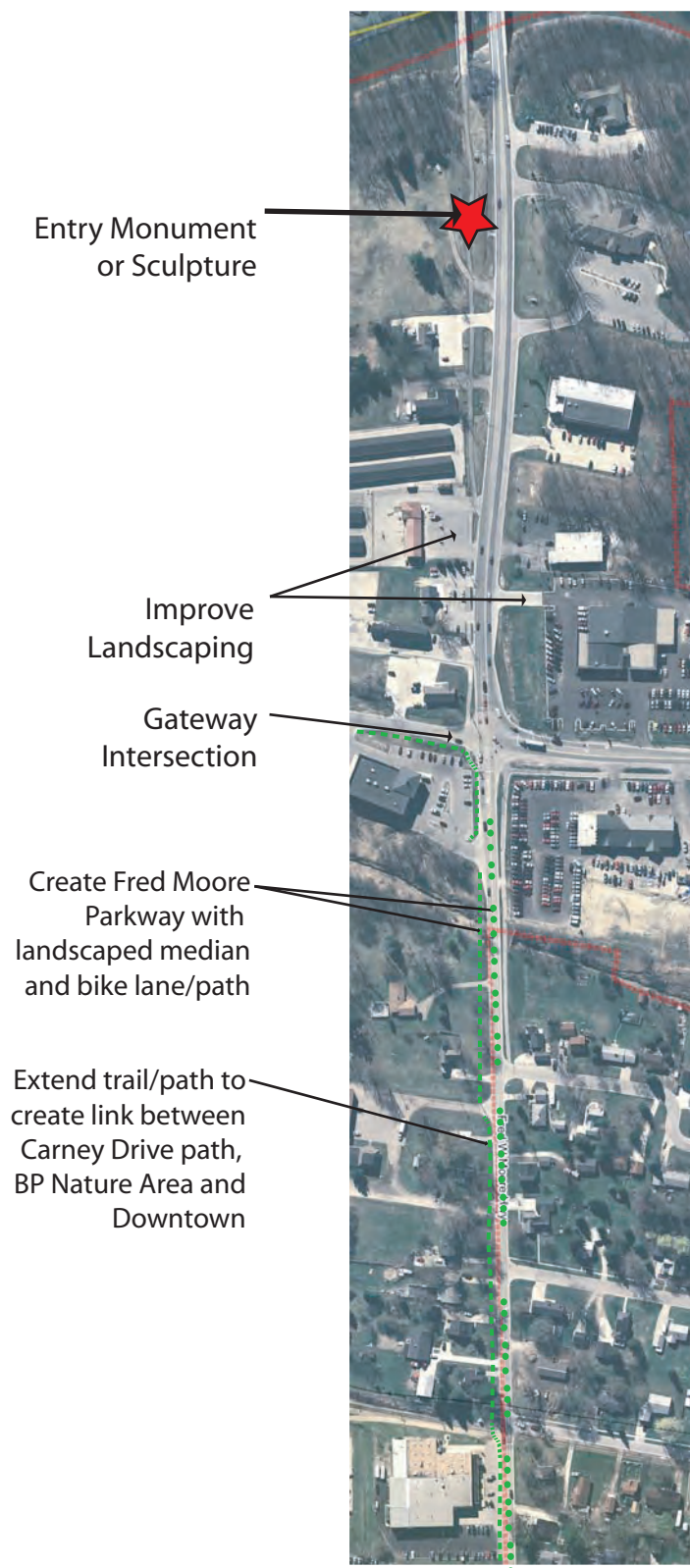
The Gateway District is divided into three more focused subareas as discussed on the following pages - the Fred Moore Parkway road profile, the stretch of Fred Moore Highway between Carney Drive and the city limits and the area around the Pine Shores Golf Course. Specific physical design recommendations for each subarea are contained on the following pages.

Example of appealing gateway feature at the Marina entrance on Pine River

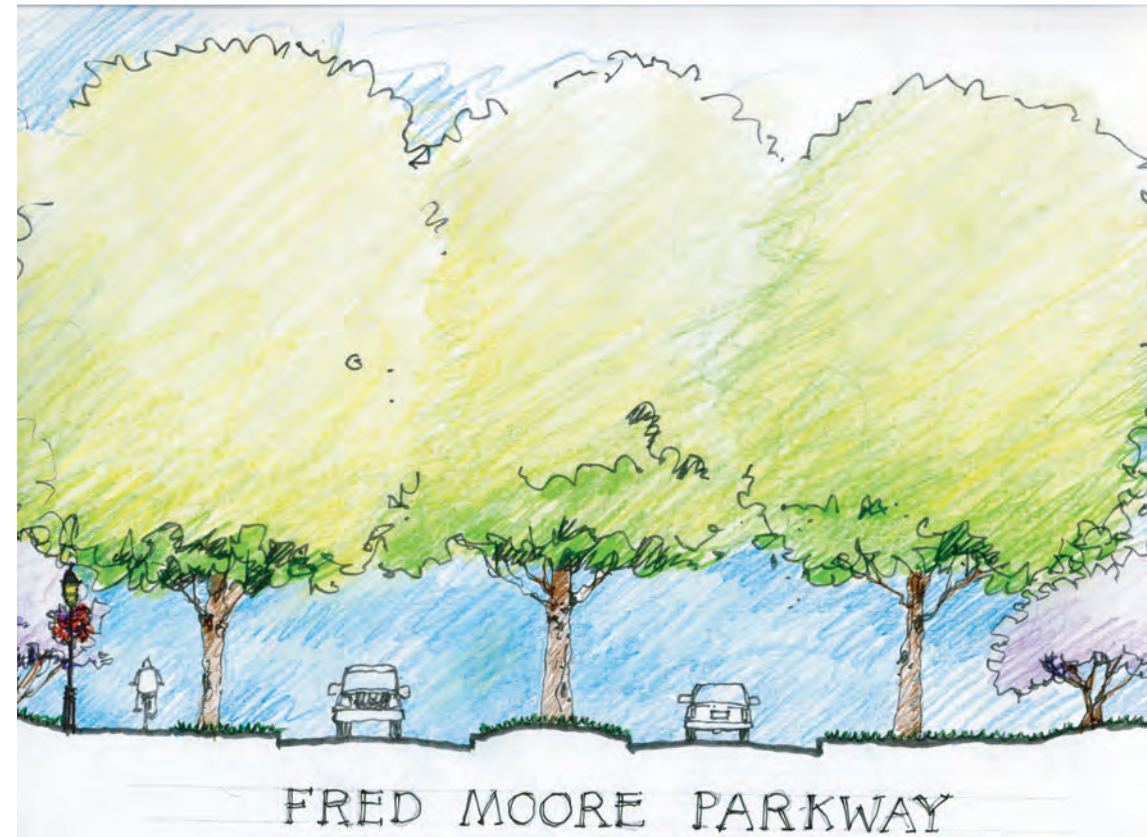




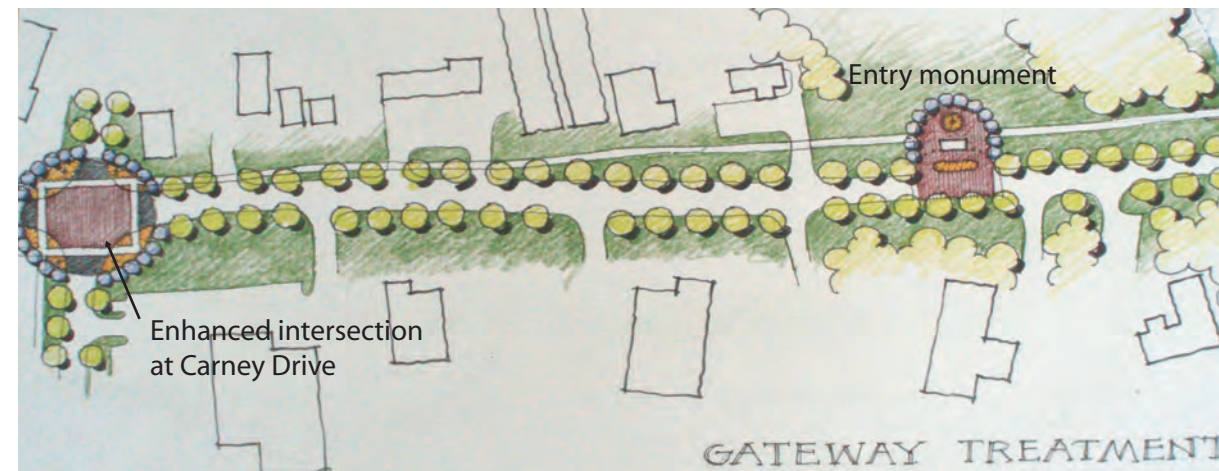
# Gateway to St. Clair - Fred Moore Parkway



Conceptual sketch of the proposed Fred Moore Parkway road profile



Plan view of the gateway concept



## Fred Moore Parkway

Fred Moore Highway is the main route between St. Clair and I-94 to the west. This road carries high volumes of traffic, particularly truck and freight traffic and also serves as the main gateway into St. Clair. Because Fred Moore Highway is the primary route between I-94 and the City, this is a road that has a special opportunity to change the perception of St. Clair and reinforce a stronger identity of St. Clair as a year round destination. This road is the first impression of the City for many visitors and therefore there should be a greater focus on the appearance and image of the road corridor. This includes changing the road profile, adding sidewalks/paths, investing in street trees and improving landscaping throughout the corridor.

### Existing Conditions

The current land use along Fred Moore Highway is commercial between the city limits and Carney Drive and transitions into a solid neighborhood of single family homes on the north side of the road and a pocket of light industrial use at South Ninth Street. The Pine River curves along the south side of Fred Moore Highway with a natural gas operation, light industrial uses, a nature preserve and the Pine Shores Golf Course between the road and river.

The road is a standard two-lane road with no bike lanes, poor pedestrian accessibility and no connection to the BP Nature Preserve, the bike path at Carney Drive or the Pine River Boardwalk on Clinton Avenue. The right of way for the Fred Moore Highway is 100 ft and extends into the yard spaces of those properties on the south side of the road.

### Proposed Configuration

A 100 ft. right-of-way provides an opportunity for a landscaped median, two lanes of traffic, curbs and gutter and a separated bike path without encroaching onto residential property. Rebuilding the road with this configuration will change the character of the road significantly - it will transform a highway originally intended primarily for industrial truck traffic into the Fred Moore Parkway, a pedestrian-friendly, and human-scale road that reflects the unique qualities of the St. Clair community.





# Gateway to St. Clair - Pine Shores Golf Club Area

Aerial photo showing existing conditions around Pine Shores Golf Course



Proposed realignment of Fred Moore Parkway



Sketch of proposed clubhouse renovation



Historic Oakland Hotel Boathouse



## Pine Shores Golf Club

The Pine Shores Golf Club is a significant landmark at the point where Fred Moore Highway turns into Sixth Street at the Pine River. The road bends at a 90 degree angle, forcing traffic to slow and providing the first glimpse of the City Marina. The current view from the roadway at this point is of the chain link fence surrounding the golf course and of the golf course clubhouse and parking lot. Because this view is so important and because this is the introduction to the downtown, the view of the marina, Pine River, and Pine Shores Golf Course should be improved significantly.

Drawing from the city's rich history, the clubhouse can be redesigned to reflect the historic architecture of St. Clair. One possibility is to redesign the roof of the clubhouse to feature architectural elements that were characteristic of the old Oakland Hotel as pictured below. Such architectural enhancement subtly but noticeably references St. Clair's past.

The chain link fence along the golf course should be removed and replaced with enhanced landscaping. The surface parking lots across from the golf course that are used for overflow parking areas can be used to move the roadway so as to soften the curve and to extend the Fred Moore Parkway profile all the way to the golf course. This creates improves the view of the marina and golf course and provides additional space for pedestrian and trail connections linking the BP Nature Area, the Carney Drive bike path and the downtown.

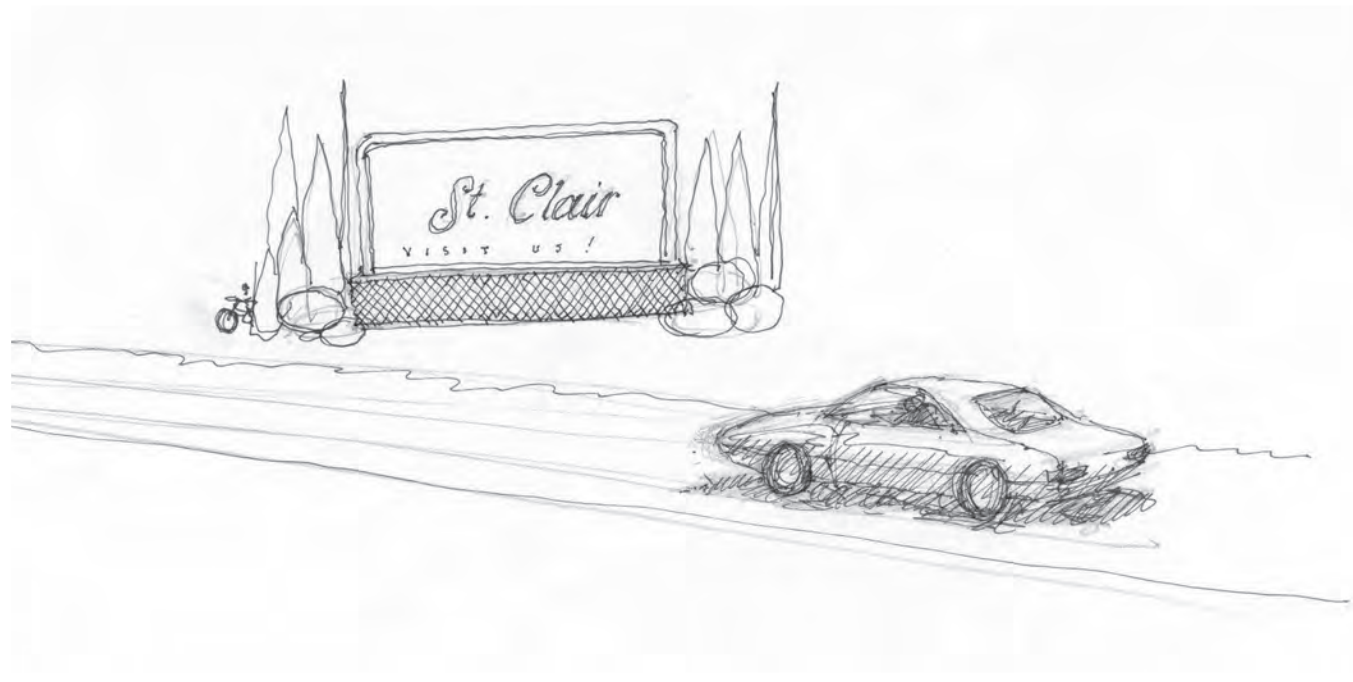
Boathouses on the Pine River



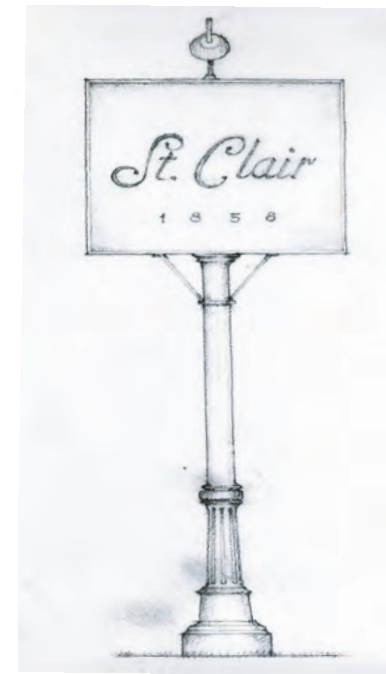


# Gateway to St. Clair - Wayfinding and Signage

Sketch of potential signage at both I-94 exit to Fred Moore Highway and the City boundary



Example of potential sign style



## Wayfinding

As discussed, I-94 is the main connection to the major population center of Metro Detroit. The opportunity to direct people to downtown St. Clair begins at the highway interchange and should be done in a distinctive manner with signage that is unique and attractive. Currently, there is little more than a small directional sign at the highway exit that guides visitors to St. Clair. The City should begin strengthening its identity at I-94 with unique and distinctive signage that can range from billboards to sculpture to Burma Shave style signs promoting downtown St. Clair and individual businesses.

It is important to develop a strategy for signage and wayfinding and apply a uniform treatment for the signage. It is essential to have a signage strategy that is well organized to avoid the visual “noise” or clutter created by unregulated, unorganized, and abundant signage. A dignified and unique visual style will best promote downtown St. Clair and will help to strengthen the brand of St. Clair with visitors, tourists, shoppers and area residents.

## Details

Uniform details that are unique but standardized will help to strengthen the brand identity of St. Clair. One example of how to do this is to use standard light fixtures throughout the DDA district. The photo below shows the typical light used downtown and the distinctive hanging baskets that are used along Riverside Avenue and in Palmer Park throughout the summer. Using this detail on the proposed Fred Moore Parkway will help to create a more distinctive and unified downtown district and will begin to create a more unique and sense of place. Even small details like the font used on signage and the architecture of the signage will help to strengthen the image of the community. Design details provide the opportunity to strengthen the brand or perception of St. Clair and will help to create a positive impression for visitors. These details create a sense of visual connectivity that enhances image, conveys the character of the community and aid in wayfinding, making it essential to create unique yet standard details that are used throughout the DDA district.

Example of inadequate signage



Example of ineffective and visually cluttered signage





# St. Clair Downtown Vision Plan - Riverfront

Aerial photograph of the Riverfront Area within the DDA District



## Downtown St. Clair Riverfront

The St. Clair River is the defining element for the City. The River is the foundation of the tourist industry, bringing in thousands of recreational boaters, fisherman and tourists each year. Palmer Park is the City’s defining public space. It serves as a central gathering space, provides a site for movies, concerts and festivals, and is the primary viewing space for the offshore powerboat races each summer. Many come to the park simply to watch the enormous freighters pass through. The park is used by residents and visitors, senior citizens, teens, families, children, and appeals to every demographic. The quarter-mile stretch of publicly-owned riverfront is a unique feature and something that attracts people to St. Clair.

The Riverfront district, extending from the St. Clair Inn on the north to the South Riverside Avenue/ M-29 split south of the Pine River bridge, is downtown St. Clair. The district extends from the St. Clair River west to Third Street and along Clinton Avenue to Sixth Street. It includes the land between the Pine River and Sixth Street. This is the heart of the community and the part of town people think of when they hear “St. Clair”. Strengthening the Riverfront area is the primary focus of this plan. This area is what defines the community, determines its level of economic success and its future economic and cultural sustainability.

St. Clair River freighter traffic



Images of the St. Clair Riverfront District - past and present





# St. Clair Downtown Vision Plan - Riverfront Plan



## Downtown St. Clair Riverfront

The St. Clair Riverfront Area Plan considers the district in terms of five smaller subareas and provides recommendations about the reconfiguration of Riverside Avenue/M-29 as it passes through downtown. The five subareas of the Riverfront are:

- Clinton Avenue District
- Southern Gateway District
- Gaslight District
- Core District - Riverview Plaza
- Core District - Palmer Park

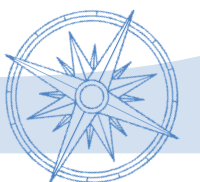
Contemporary St. Clair remains a collection of smaller districts with little connectivity. The Riverfront Plan seeks to strengthen connections between these five districts (and the Fred Moore Parkway). Pedestrian accessibility and physical design create these connections. When there are safe, comfortable and pleasant pedestrian circulation patterns, connections are created and/or enhanced. Unifying design elements - architecture, landscape, site furniture, paving patterns, lighting, and signage - strengthen these connections.

There are overriding elements that serve to unite these districts. New and enhanced trails and sidewalks will connect the Marina and south side of the Pine River with downtown. Enhanced streetscapes, wide sidewalks and improved lighting will help to draw diners from Clinton Avenue into the civic and core districts. Extending the Gaslight District along Third between Clinton and the Plaza will create a new visual and enhanced physical connection between the primary retail core and the entertainment district. A reconfigured Riverside Avenue will allow people to cross M-29 safely and efficiently. Perhaps most importantly, a revamped and reconfigured Riverside Plaza will become the destination that attracts people from Palmer Park, Clinton Avenue and the Marina.

Images of Downtown St. Clair



This redevelopment strategy emphasizes aesthetic improvement and a greening of St. Clair. Trees, landscaped medians and islands, seasonal plantings and displays are vital to changing the image of downtown St. Clair. Public art - sculpture, mosaics, frescos and murals - all enhance the city's image and should be used in conjunction with the greening of St. Clair. The city's history is a tremendous resource and should be celebrated and reflected in monuments, tours, panels and architecture. The architecture should take elements from the surrounding historic houses and neighborhoods to reinforce the image and character of the Riverfront Area.





# Riverfront Plan - Gaslight District



Historic Third Street church



View of Third Street looking north



## Gaslight District

The Gaslight District is modeled after Petoskey's Gaslight District. As is true in Petoskey, St. Clair's proposed Gaslight District is a historic district that contains a mixture of residential and commercial uses and is a transition between the commercial core of the Riverview Plaza and the residential neighborhood west of Third Street. The St. Clair Gaslight District builds upon the historic architectural themes that are present in the old churches and historic homes that have been converted to businesses along Third Street. This includes using traditional building materials and historic building forms for any new construction or renovation of existing structures.

Third Street becomes a much more pedestrian friendly street under this approach and both sides of Third become part of the DDA District. Parallel parking on both sides of the street, along with wide sidewalks, street trees and distinctive lighting that differs from the lighting fixtures on Riverside Avenue, Clinton Avenue and Fred Moore Parkway. This unique area will create a physical and visual connection between the Plaza and the Clinton Avenue entertainment area. In the short term, public space enhancements (sidewalk improvements, unique lighting) will help to overcome the gaps in the streetscape. These gaps - 75 ft. or more of empty lots or blank walls - are obstacles to pedestrian districts because people generally will not walk more than 75 ft. without a building or something to hold their interest. The improvements will help to overcome these obstacles and make the Gaslight District a key connection to Clinton Avenue and the Pine River.

## Live-Work Units

A series of live-work units - homes with businesses and/or retail shops as a part of the building - are planned for the east side of Third Street along the west edge of what is currently the Riverside Plaza parking lot. These units will provide an orderly transition between the commercial core of the revamped Riverside Plaza and the Gaslight neighborhood.

These live-work units may include first floor retail space, service-based businesses, salons, medical or professional offices with residential units above. The goal is not to make Third Street an extension of the commercial core of Downtown, but to create a transition between the commercial district and the residential neighborhood. These units accomplish two goals - they create new downtown residential opportunities and they create new (and smaller) space for some of the entrepreneurial retail, service and office uses that should not take space with prime riverfront locations that are best utilized for dining, entertainment and discovery retail.





# Riverfront Plan - Clinton Avenue District

## Pine River

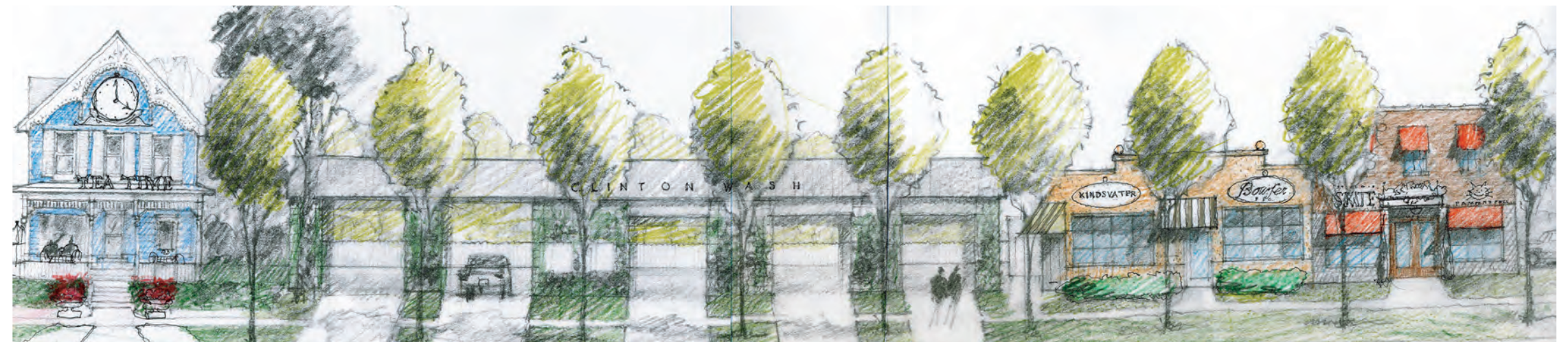
The Pine River is a tremendous resource for the City of St. Clair. The municipal marina is on the Pine River and there is extensive public right-of-way along the north bank of the River. Rotary Park has already become a “sacred space” and the picnic areas, benches, trail and boardwalk are heavily used. The Pine River has significantly more potential than is evident in how the space is currently used. The views to the river from Clinton Avenue and from Sixth Street are character-defining views for the City. There are opportunities to create additional scenic views and to clean up those views that are not pristine that can significantly change the perception of St. Clair. Extending pedestrian access along the River to the golf course creates an important connection between the downtown and Fred Moore Parkway. It provides more recreational opportunities for residents and visitors. Cleaning up the appearance of the north bank of the Pine will compliment the major marina renovations completed during the summer of 2007.

There is the opportunity to provide pedestrian access and to continue the trail west along the river through a city easement on Fifth Street. Providing public access through this easement will allow the trail to extend to Sixth Street and west along the proposed Fred Moore Parkway eventually connecting to the Carney Drive bike path and the BP Nature Area trails.

Images of the Pine River Boardwalk, M-29 drawbridge and sidewalk on Clinton Ave.



Conceptual facade improvements along the south side of Clinton Avenue



## Clinton Avenue

Clinton Avenue is *the* St. Clair entertainment district. There are several bars and restaurants along both sides of the street. The district is easily accessible by boaters who are able to moor along the seawall on the north side of the Pine River. While this district is a very important part of downtown, absent a strong anchor presence that is a reason to venture further north into town, the entertainment district is a barrier to creating a connected downtown district.

There is a mix of distinctive historic architecture and utilitarian function along Clinton Avenue. Many of the building facades project an image that is counter to the destination community that St. Clair wants to become. One example of this is the car wash property. A car wash is not the long-term best and highest use of this property, however in the short term the appearance of this building will continue to detract from the image of the rest of the corridor and of the downtown. Facade improvements can help create a stronger sense of place and will help to enhance the brand of St. Clair and improve the perception of the community. Furthermore, facade improvements can make businesses like a car wash fit into the short-term plan for the district without jeopardizing the image or identity of the district.

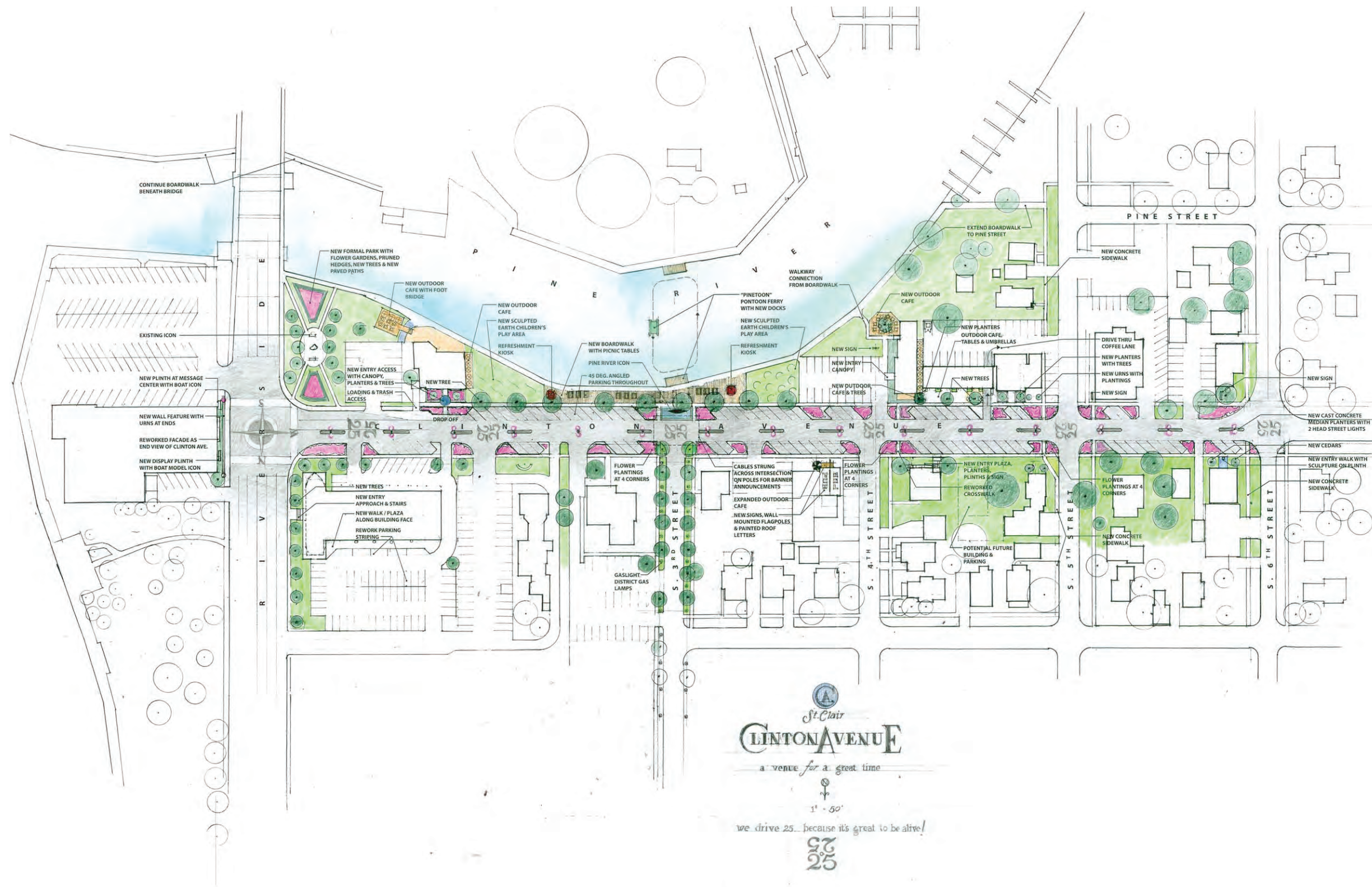
Clinton Avenue needs the same sort of “greening” that should be applied to both Riverside Avenue and to Fred Moore Parkway. Additional street trees, uniform lighting standards, banners, and hanging flower baskets are integral to change the image of St. Clair. These features will help to create visual connectivity between the gateway district and the river-front.

The current zoning is too restrictive along Clinton Avenue. In order to create the potential for additional residential development, Clinton Avenue should be included in a form-based downtown overlay zone that permits a range of uses so long as the building adheres to clearly defined architectural standards.





# Riverfront Plan - Clinton Avenue Plan





# Riverfront Plan - Southern Gateway



Conceptual "Greening" of the Southern Gateway District



## Southern Gateway District

The south side of St. Clair is separated from the rest of downtown by the Pine River and access is only possible via the M-29 drawbridge. The district is dominated by the Cargill salt processing facility, which includes the property on both sides of M-29. This facility is a large industrial plant, with a solid metal wall the runs the length of the plant on the east side of M-29. This windowless, treeless corridor is a difficult and unwelcoming space for pedestrians. It is also a significant visual element when entering St. Clair from the south.

As discussed, this corridor can also be significantly enhanced by introducing more "green" - trees and landscaping - into the space. New street trees, chosen for the salt tolerance of selected species, should be planted. There is the opportunity to work with Cargill to plant vines on segments of the factory walls or to create murals depicting the plant's important role in the St. Clair community. Pedestrian enhancements including wider sidewalks and designated on-road bicycle lanes on M-29 are essential to creating a pedestrian connection between this area and the downtown core.

## Pedestrian Connection

The most significant issue in the Southern Gateway District is pedestrian accessibility. As discussed above, M-29 and the Cargill operation create a loud, uncomfortable and dangerous pedestrian experience. This lack of a safe pedestrian connection is a disincentive to walk into town for visitors who dock at the municipal marina. Enhancing pedestrian accessibility between the marina and the downtown core is essential to the long-term sustainability of the City. Improved signage, uniform design details (lighting, paving, etc.), public art, and improved landscaping will encourage more people to walk across the bridge. Pedestrian access to the Pine River waterfront is also important as the Pine River can provide excellent pedestrian link between the marina and the drawbridge. It is possible to create a pedestrian walkway underneath the south side of the bridge to provide access to the Point and to make crossing M-29 a more pleasant experience.

## Cargill Plant

Cargill has been and continues to be a vital part of the regional economy, however should Cargill ever cease operating this facility, this prime waterfront property should be redeveloped as a mixed-use resort development. In the short-term, greening the Cargill corridor with landscaping and public art will help turn a visually and physically imposing structure into a visual delight that helps to positively change the identity of downtown St. Clair.

Existing view looking north along Riverside Avenue



Photograph of the historic Oakland Hotel





# Riverfront Plan - Palmer Park District



Create landscaped islands on M-29

Extend bike path through park

Water Cannon

Potential amphitheater or interactive water feature

Strengthen connection between Park and Village Green

Conceptual sketch of new park structure



The Palmer Park arch



## Palmer Park

Without question, Palmer Park is the most important civic space within the City of St. Clair. This quarter-mile park along the St. Clair River provides unparalleled views, recreation, and access to the St. Clair River for both residents and visitors. While the park dates to the turn of the 20th century, it was the Urban Renewal projects of the mid-1960s that opened up views to the river from Riverside Avenue. This park is now the jewel of the St. Clair.

## Under-utilized Asset

Despite being the focal point for the entire community, Palmer Park is an under-utilized community asset. The park hosts all sorts of events that attract a significant number of people, particularly during the summer months. Aside from the special events, Palmer Park is a passive park, designed for strolling, picnicking, fishing from the boardwalk and watching freighters pass by. The park draws people simply because of its location on the river and because of events, but additional amenities will increase the use of this park, making it a stronger, more regional destination and, in turn, strengthening the rest of the downtown core.

The park and downtown core would both benefit from the addition of more family-friendly and teen-oriented activities in the park. A children's spray play area or fountain and a swimming beach/area are two appropriate additions to the park. The fountain/spray area would draw families from across the region. A water cannon that sprays at passing freighters - similar to the water cannon in the Chicago River - could quickly become a uniquely St. Clair quirk. A small building for concessions and comfort stations is also recommended as a part of any park improvements. Park improvements should incorporate historic features like the Palmer Park arch, and historic architectural elements. These and/or other improvements would help to make Palmer Park a year-round regional destination, which is vital for the downtown to evolve beyond having only a seasonal economy.

## Connection to the Downtown Core

As discussed on the following page, the existing configuration of Riverside Avenue is a major obstacle to a walkable, pedestrian-oriented downtown district. All park improvements should be done in conjunction with the reconstruction/reconfiguration of Riverside Avenue. It should be emphasized that this plan does not recommend expansion of M-29 into the existing park. It will be important, however, to provide a dedicated bike path/trail along the western edge of the park.

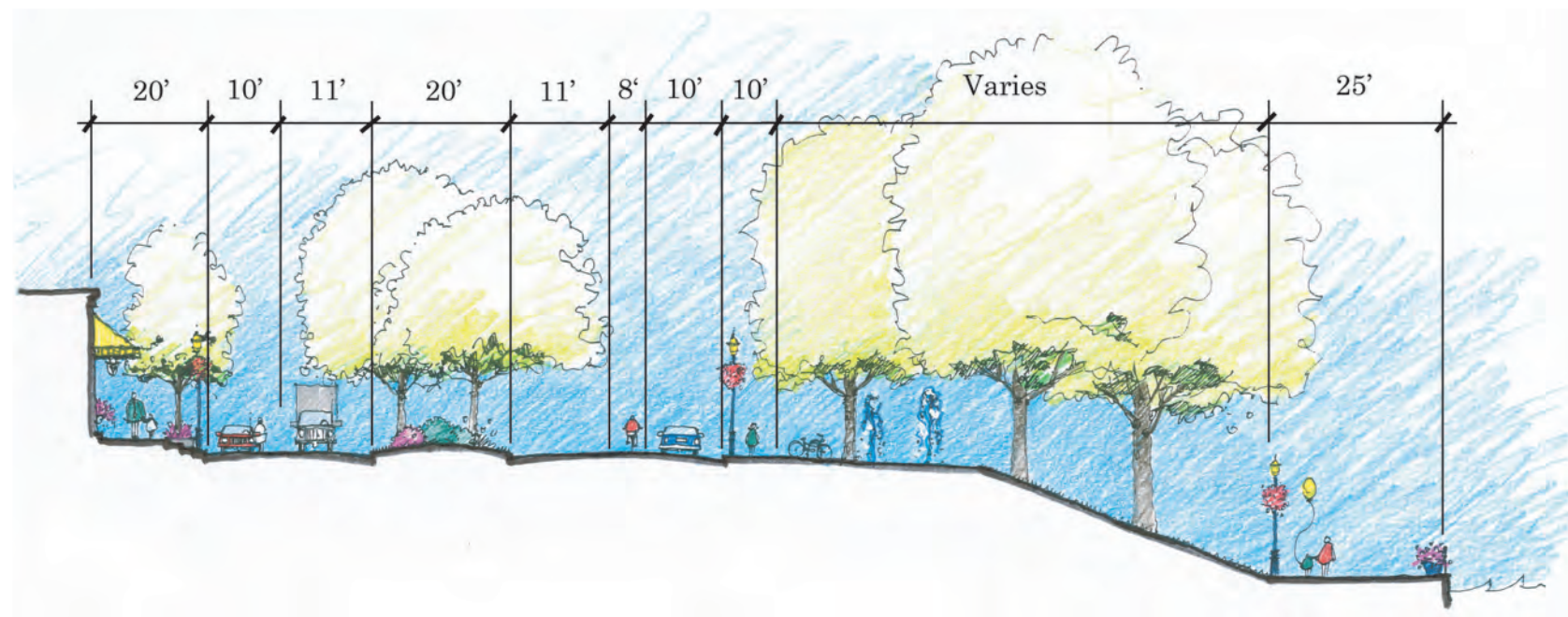




# Riverfront Plan - Riverside Avenue (M-29)



Section drawing of reconfigured Riverside Avenue (M-29) and Palmer Park



## Riverside Avenue (M-29)

Riverside Avenue is one of the most important parts of downtown because it carries an average daily volume of over 15,000 cars. This provides high visibility potential for retail and entertainment businesses. Riverside Avenue is also a considerable impediment to revitalization because the current roadway is designed to move traffic through quickly instead of slowing and stopping traffic. The current design (and the current building layout along the west side of M-29) is auto-oriented instead of being pedestrian oriented.

MDOT and the City of St. Clair developed four alternatives for the reconfiguration of M-29, though the final report did not recommend one single alternative. Our analysis of the M-29 Corridor Study is that none of the proposed alternatives will be completely successful in creating a pedestrian friendly environment in downtown St. Clair. One of the alternatives - "Alternate 3", which creates a "slip street" with angled parking on the east side of M-29 will almost certainly make the road more dangerous for drivers, pedestrians and bicyclists and should not be pursued. "Alternate 1" - two lanes of traffic in each direction with a 16' landscaped island and on-street parking - will not reduce traffic speeds significantly. "Alternate 2" features two lanes of traffic in each direction and a center turn lane, commonly referred to as a "suicide lane". In the manner proposed in the M-29 Corridor Study, neither Alternates 1, 2 or the no-build alternate (maintain the existing road profile) is satisfactory.

A combination of Alternates 1 and 2, resulting in a lane of traffic in each direction, on-street parking and landscaped medians with turn lanes at intersections would result in slowed traffic, retain the existing on-street parking, improve the appearance of the roadway and would improve the pedestrian experience.

The City should continue to work with MDOT to finalize the M-29 road profile to reflect the hybrid alternative proposed in this study.

## Pedestrian Crossings

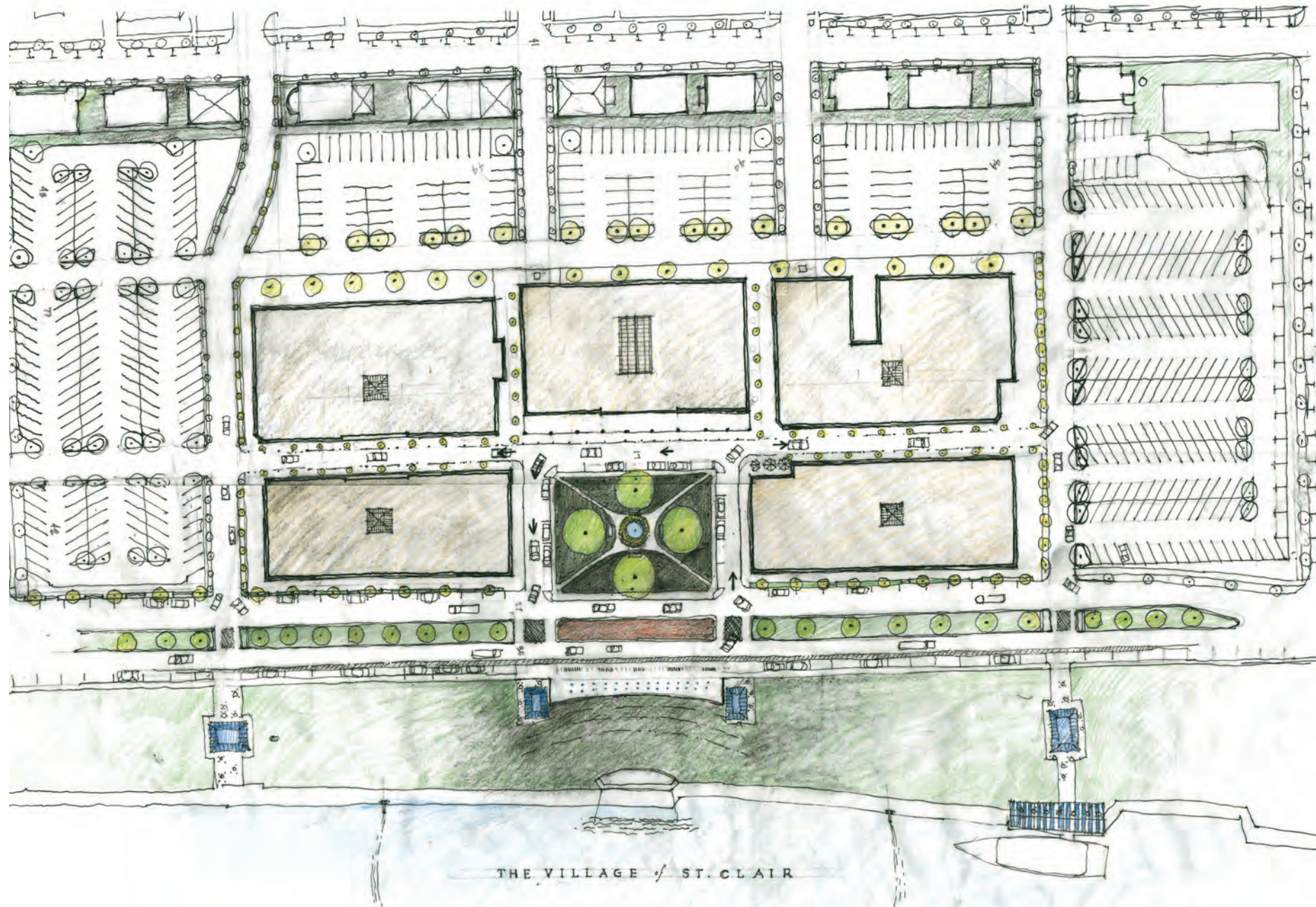
No reconfiguration of Riverside Avenue will eliminate the barrier of crossing a busy street if the crosswalks are not improved considerably. In order to create a truly walkable downtown that moves pedestrians back and forth between the downtown core and Palmer Park, the greatest distance between crosswalks should be 400 ft., roughly the equivalent length of a city block. These crosswalks should use distinctive colored concrete, raised profiles or different materials to slow traffic. Pedestrians should also be given the right of way and signs should be placed in all crosswalks requiring drivers to yield to pedestrians in the crosswalk. An additional traffic signal at the intersection of Vine and Riverside, or in front of Riverside Plaza would also help slow traffic and improve the safety of crossings in town.





# Riverfront Plan - Riverview Plaza

Conceptual sketch of potential Riverview Plaza improvements



## Renovated Riverview Plaza - the Catalyst Project

Renovating the existing Riverview Plaza is the recommended approach to revitalize downtown St. Clair. During the course of the three-day design charrette and over the course of the study, many participants have suggested simply razing the Plaza and starting over. Such an approach would have long-term negative impacts that would create additional and more difficult long-term challenges for the city.

First, the Plaza is a condominium development with multiple owners. These owners all are trying diligently to build successful and sustainable businesses. Razing the structure will drive these people from St. Clair. These businesses have made considerable investments - of time, money and effort. These are exactly the people that will help St. Clair evolve into a strong regional destination. Every effort should be made to keep these businesses in St. Clair.

Current economic conditions are not strong enough to attract a single developer to purchase the entire Plaza. The long-term prospects for Downtown St. Clair are good, but the Riverview Plaza needs a short and mid-term strategy to help revive St. Clair's identity and strengthen downtown's retail core. If nothing is done to enhance the Plaza, it will become a drag on the image of St. Clair. Beautification is a vitally important part of downtown redevelopment and enhancing the existing Riverview Plaza structures will pay immediate dividends.

There is outstanding potential for the Riverview Plaza to become the catalyst for a downtown renaissance. The old furniture warehouse building - referred to as "Block C" - has two stories. The second story has immediate potential for development as a high-quality restaurant and bar with outdoor dining and riverview seating upstairs. This kind of space can become a catalyst for the entire Riverview Plaza revitalization. It takes an outstanding restaurant or similar destination to increase the foot traffic in an area. As foot traffic increases, more potential customers visit the Plaza and gradually the perception of Riverview Plaza as an old, tired mall changes. The new foot traffic also opens the door for new "discovery retail" opportunities in the mall and enhances business for existing retail shops.

Constructing a downtown from scratch takes a long time and even more money. The Riverview Plaza buildings certainly need significant renovation as suggested with the Village Green, Mall Drives and Facade Improvement recommendations. However, the building frames and infrastructure is already in place. Updating the plaza will help to forge a new image for St. Clair while creating the potential for long-term change.





# Downtown Design Guidelines - Riverview Plaza Improvements



## Plaza Streetscapes

The interior hallways in Riverside Plaza are 30 ft. wide which is enough for two lanes of traffic through the space. The Riverview Plaza redevelopment strategy removes the roofs on these hallways and turns the spaces into one-way streets, similar to those in European shopping and entertainment districts. Traffic will be confined to the center 15' of the space, opening up space on each side of the travel lane for pedestrian walkways. Cafe spaces and pocket plazas should be developed within these small, intimate spaces that develop within the Plaza. They should be highly detailed with unique pavement treatments and distinctive plantings. Decorative bollards protect pedestrians in this design scenario, yet still allow delivery trucks to navigate these interior streets. This design creates additional street frontage space, increasing the value of space along the interior streets and making them more viable for specialty and “discovery” retail, dining and services. This proposal also creates the opportunity for more convenient deliveries and incorporates this function into a walkable, pedestrian-scale design.

Parallel parking spaces should be located around the Village Green to allow for ‘opportunity’ parking. Drop-off zones shall be located in front of major restaurants.

Under the proposed reconfiguration, the existing street network is continued through the mall property to integrate the space into the fabric of Downtown. The new street connections shall be tree-lined and bear the hallmark lighting and amenity treatments that will brand Saint Clair. The voids and pockets that develop should be utilized for cafes and plazas. Adjacent parking lots should be screened with plantings, ornamental fences or masonry walls to focus visitors on the facades and minimize the paved space. To the extent possible, buildings should ultimately front all public streets to create the “streetwall” that enhances the overall pedestrian experience and human-scale orientation of the downtown district.



## Village Green

The Village Green replaces the current concrete plaza at the center of Riverview Plaza. This space will be an extension of Palmer Park into the commercial heart of downtown. This will be an attractive space, with vibrant and lush landscaping, abundant seating areas and informal gathering areas. Restaurants, bistros, cafes and bars can surround the Green with outdoor seating areas. Overlooking the Green and Riverfront is an ideal restaurant location in the former furniture store building. This space can become a year-round attraction with ice rinks and winter events and will transform an under-used, cold and unattractive space into a civic amenity.



## Facade Improvements

Improving the exterior appearance of Riverview Plaza is absolutely critical to change the image of the Plaza. Again, using historical St. Clair building facades as a guide, this renovation will visually open up the businesses along Riverside Avenue. Facades should have at least 70% glass, which creates a more interesting experience for pedestrians, promotes curiosity and gives pedestrians a reason to stroll down the Plaza side of the street (and into local businesses). These facade changes will also change the image of the Plaza to those 15,000 cars that pass by every day. Instead of seeing nothing but solid brick walls and unintelligible signs, drivers will see vibrant, clean and bright storefronts. Current zoning regulations are an impediment to much of what is discussed in this section. The best approach to redevelopment is to create a form-based zoning district for the Downtown Core and Clinton Avenue that defines acceptable building heights, materials and facade appearances and regulates buildings based on appearance rather than the use of the space.





# Downtown Design Guidelines - Placemaking

Photo of Petoskey, Michigan's Gaslight District



## Eastern Edge of the Gaslight District

Creating a strong eastern edge to Third Street is a critical part of developing an authentic Gaslight District that will connect Clinton Avenue and the Plaza. Realigning the spaces in the Riverside Plaza and a reduction in surface parking around the Plaza makes enough land available to create out-lots lining the west edge of the plaza property that can be used to develop live-work and mixed-use buildings.

These newly created buildings should reflect the architecture of the existing buildings along Third Street and function as live/work units: - meaning that the ground floor is used as retail or office space and the floors above are residential spaces. The photo (left) is an example of the Gaslight district in Petoskey, Michigan and mixed-use buildings with retail on the first floor and residential uses above..

The DDA district boundary should be expanded to include the property on the west side of Third Street. This will help to extend the Gaslight District and create a stronger pedestrian connection between Clinton Avenue and the Riverside Plaza.

Sculpture in front of the Senior Citizen complex



## Public Art

Investment in Public Art is nothing new for the City of St. Clair. The impressive display of sculptures and the new mural located on the Harbormaster's building at the marina are an impressive display. Building upon the groundwork laid by private donors, St. Clair can develop additional Public Art and create self-guided 'Art Walks' and tours focusing on these gems located throughout the community. It would further benefit the community to consider lighting all sculpture, murals and other large art to continue the display into the evening hours.

Mural on the Harbormaster Building



Palmer Park Sculpture



Palmer Park Boardwalk



St. Clair Inn "Captain's House"



## Palmer Park Amenities

A gathering place for residents and visitors of all ages, Palmer Park is the gem of St. Clair. Further investment in the park to create places where people not only pass through, but linger and stay awhile, are certain to bring additional residents and visitors downtown. Using standard streetscape amenities found throughout the downtown district including planters, lighting, signage, benches helps to better connect the park with Riverside Avenue, the Village Green, and Riverview Plaza.

Developing pockets of increased activity, especially across from the Village Green, helps create distinct yet interconnected spaces. Potential improvements include an at-grade spray fountain that becomes a place for children to experience the water and draws visitors down into the park. Seasonal buildings selling hotdogs, sodas and other 'fun fare' help to encourage passers-by to sit and linger without challenging or competing with the restaurants in the Plaza or along Clinton Avenue.

Installing the previously discussed water canons at the rivers edge create a uniquely St. Clair feature. Building an earthen amphitheater creates a gathering place for summer movies, plays and music in the park without significantly altering the character of the park or the view. A swimming beach would provide improved access to the water. These activities are "memory makers" and create the buzz and excitement of lively, bustling communities and strengthen the brand identity of St. Clair by creating a unique and memorable experience for visitors.





# Downtown Design Guidelines - Fred Moore Parkway

Example of linear park - Rotary Park



Opportunity for improved connection to Pine River



Design element - standard light pole



## Linear Parks

Downtown St. Clair is characterized by its linear parks. Palmer and Rotary parks provide pleasing views and usable public spaces. A new linear park system along Fred Moore Parkway should provide a similar experience as one enters or exits the community. Small properties should be considered for purchase and additional easements should be acquired along Fred Moore to create locations where the pedestrian and bike path can meander away from the road and amenities such as small play areas and picnic spots would be placed. In locations where the path must remain within the ROW, a cohesive landscape and amenity treatment can tie together the spaces.

## Connection to the Pine River

Linking the community to the Pine River is a very important goal. Currently, only one public location gives residents and visitors access to the Pine: the Marina. A natural location for a second access point would be at the Pine Shores Golf Course. Improvements to the existing building and parking area, along with upgrades the publicly owned land adjacent, make a fantastic location for a small park with a boardwalk and river lookout. There is additional opportunity to extend the boardwalk at Rotary Park to connect with the golf course and Fred Moore Parkway via an easement along Fifth Street.

## Cohesive Street Treatment

The treatment along Fred Moore Parkway sets the visual tone for Downtown. The space should welcome visitors to a community interlaced with parks, art and landscaping. Special attention should be given to the selection of plant material, lighting, ornamental benches and trash containers, bike racks, hanging baskets and overall layout. A 'package' of amenities should be chosen and standards for development put in place to direct future construction efforts.

Conceptual sketch of bike path



Conceptual sketch of boulevard on Fred Moore Parkway



## Pedestrian Access

Presently, pedestrian access is almost nonexistent along Fred Moore Highway. The 100 ft. right of way allows for the development of the boulevard and a two way pedestrian and bike path to be located within the remaining green space. The path should meander through the newly developed linear parks. Benches, pole lights with hanging baskets and cohesive signage should define the pedestrian Parkway experience.

## Boulevard Treatment

Changing Fred Moore Highway to Fred Moore Parkway alters the perception of the road because of the visual that is connected with the idea of a "parkway". It also creates a new visual identity and physically changes the character of the primary road into St. Clair.

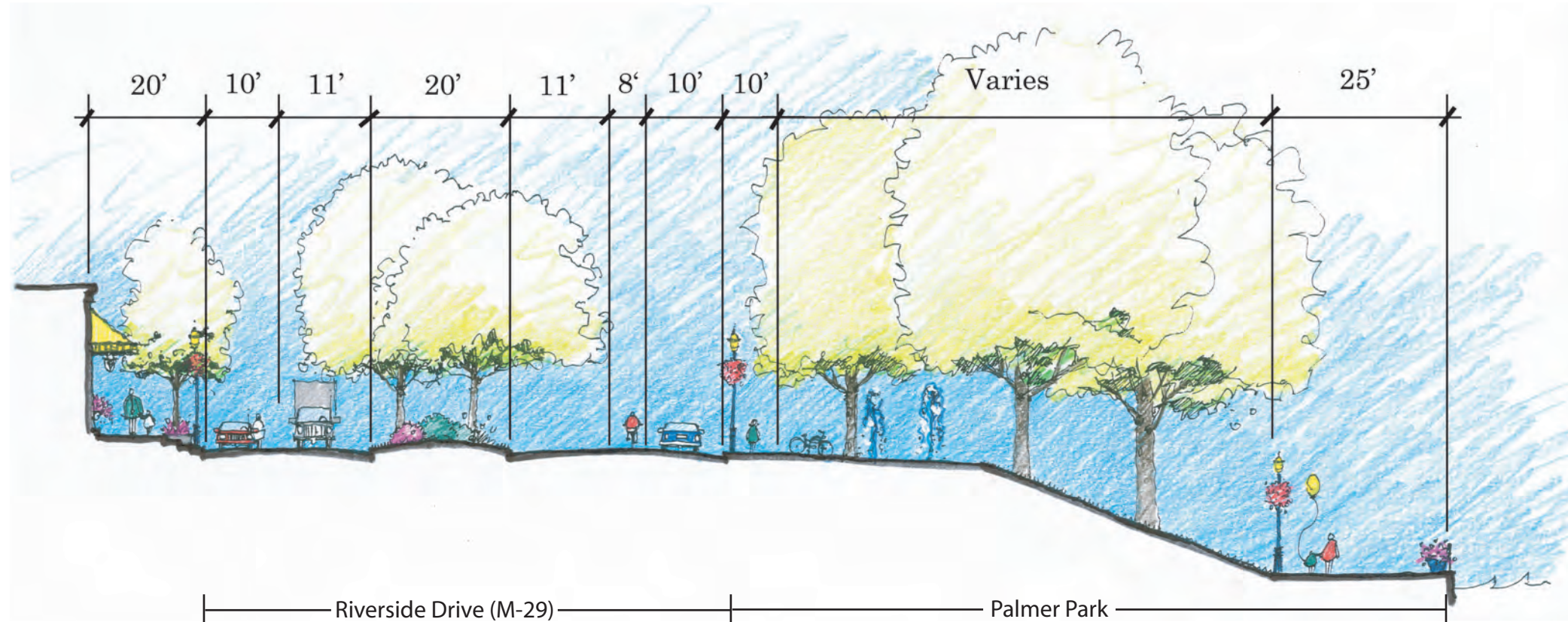
The parkway should remain two lanes, as it is currently, but a boulevard median of approximately ten feet in width should be added in the middle. Without modifying the existing flow of traffic, this treatment creates a much more pastoral, calm experience upon entering St. Clair.





# Downtown Design Guidelines - Riverside Avenue (M-29)

Riverside Drive - recommended alignment profile



## Pedestrian Crossings

Safe, comfortable pedestrian crosswalks across Riverside Avenue are critical to enhancing the walkability within the downtown core. Ideally, there should be crossings every 250' or less to encourage movement between Palmer Park and the downtown core. At a minimum, crosswalks should be no more than 400 ft. apart, which is roughly the length of a typical city block. If crosswalks are more than 400 ft. apart, pedestrians are less likely to use them and thus are less likely to cross Riverside Avenue.

These crossings should utilize one or all of the following design elements: refuge islands, signalized lights, lighted or otherwise illuminated crossings, raised crosswalks, textured paving patterns.

## Signals

MDOT has long opposed additional traffic lights in downtown St. Clair. In the long term, at least one additional light is needed on the north end of downtown to slow traffic that is coming south, down the hill on M-29. Adding a signal will also help to improve pedestrian safety while crossing Riverside Avenue.

## Bicycle Lanes

On-road bicycle lanes are the safest options for bike traffic in urban situations. Motorists tend to respect bikers as they would other cars and when bikers are sharing the road using a dedicated bike lane, motorists are able to see and anticipate bikers. All road improvements, particularly those in the downtown, should include bike lanes.

## Riverside Drive (M-29) Road Profile/Alignment

Riverside Drive has a 100 ft right-of-way that can accommodate a road profile with on-street parking on the east and west sides of the street, an on-road bike lane on the east side, a 20 ft landscaped median, and one traffic travel lane in each direction. This recommended profile is a modification of "Alternate 1" from the MDOT M-29 Corridor study. MDOT "Alternate 1" has two travel lanes of traffic in each direction, a landscaped boulevard, no on-street bike lane and reduced on-street parking. Numerous studies have shown that boulevards with no on-street parking fail to slow traffic and often end up increasing traffic speed. On-street parking is short-term "opportunity parking" that is coveted by retailers and businesses.

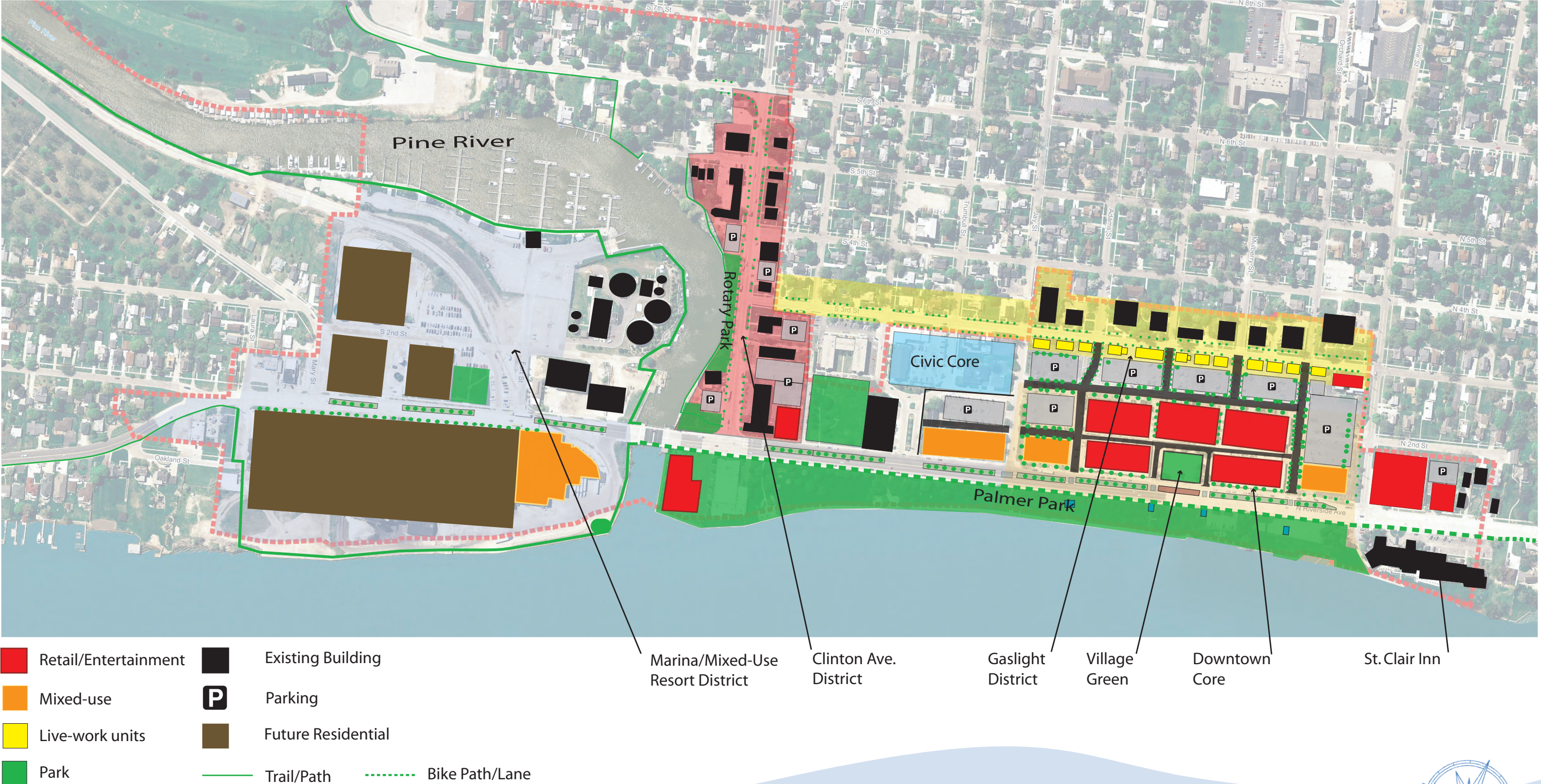
This recommended profile takes the best elements from the proposed profiles as detailed in the M-29 study, utilizing only those elements that will create a pedestrian-friendly, safe, walkable downtown that is still able to serve local and regional traffic needs. Reducing the number of travel lanes serves to further slow traffic as it passes through downtown. Slower vehicular traffic increases the visibility of downtown businesses to pass-through traffic, makes for a safer and more pedestrian-friendly environment and, most importantly, changes the character of downtown St. Clair from a car-centric space to a traditional, human-scale downtown shopping, living and entertainment district.

Existing crosswalk at Riverside Plaza



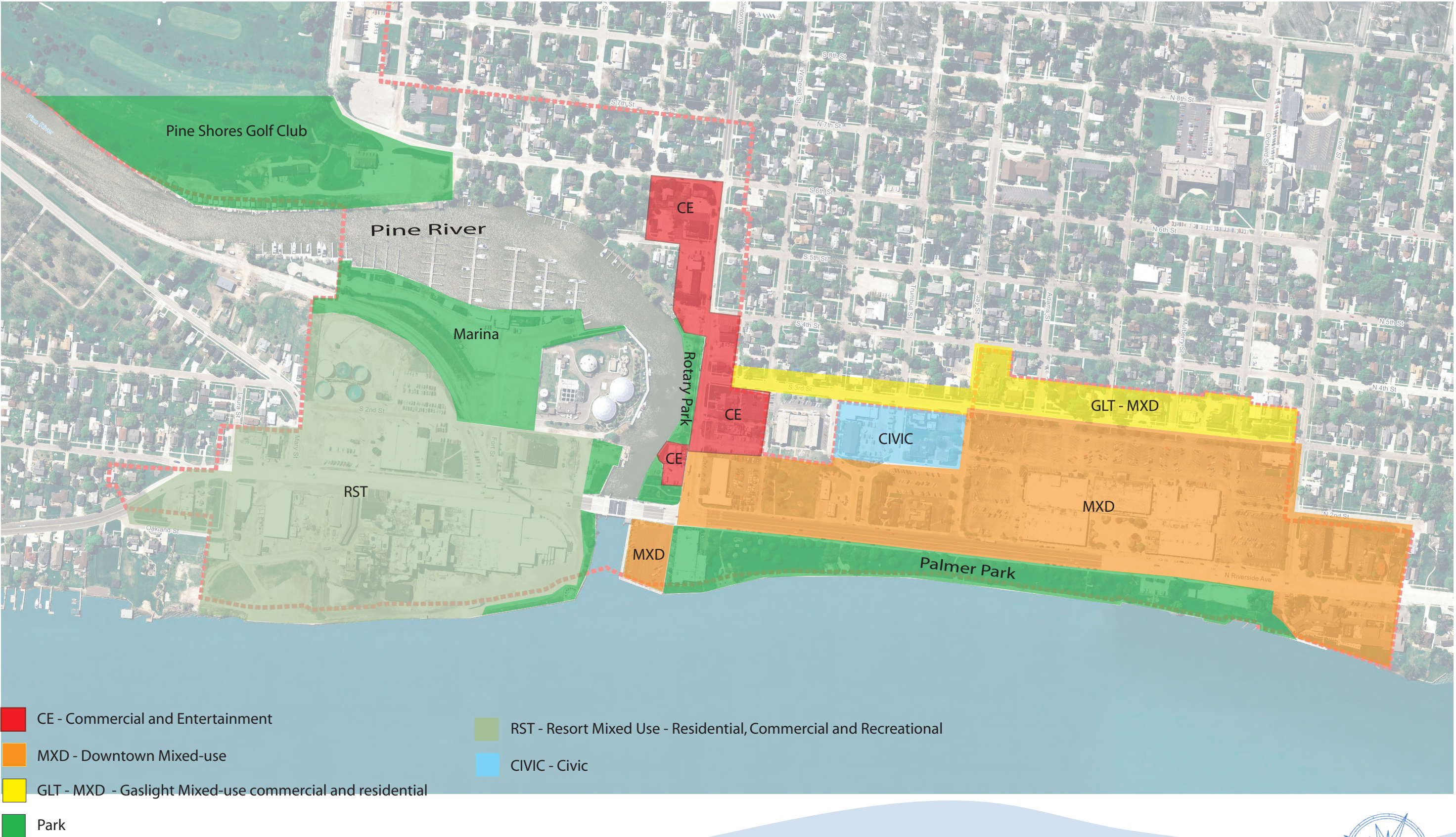


## Downtown Plan - Long-Term Potential





# Downtown Plan - Zoning Plan





# Implementation Plan

## 1. Revise Zoning Ordinance

- a. Create a form-based Downtown Mixed Use District which requires:
  - zero lot lines
  - minimum building height - two stories
  - maximum building height - four stories
  - third and fourth floors must be set back
  - permit residential, retail, restaurant, entertainment, commercial and office uses
  - shared parking - require no more than 3.5 spaces per 1,000 s.f. of retail space
  - 70% of all street level facades are glass
  - entry at least every 35 feet
  - use historically inspired design details
  - prohibit vinyl and historically inaccurate windows
  - windows must have vertical proportion (taller than wide)
  - no street level surface parking permitted along Riverside Drive at-grade entrances
  - building exteriors must have clearly defined base separated from the upper floors with a sign, cornice, awning or other three dimensional element
  - outdoor seating as a conditional use
  - require quality materials - prohibit Dryvit or EIFS siding/finish
  - encourage LEED-certified green buildings
- b. Sign Guidelines
  - develop signage guidelines
  - prohibit neon and back-lit signs
  - encourage artistic wood and steel signage
- c. Create Resort Mixed Use Form-based district which requires:
  - all buildings must include residential uses
  - maximum building height - six stories
  - minimum building height - three stories
  - permit hotel, residential, restaurant, entertainment and commercial uses within the district
  - shared parking
  - quality materials - stone, brick, wood - prohibit EIFS systems
  - 70% glass street-level facades
  - at-grade entry

- d. Create form-based Clinton Ave. Commercial/Entertainment District which requires:
  - minimum front setback of five ft.; maximum front setback of 15 ft.
  - encourage side setbacks of less than five ft.
  - maximum building height of two stories
  - permit retail, restaurant, entertainment and commercial uses
  - shared parking - require no more than 3.5 spaces per 1,000 s.f. of retail space
  - parking in rear of buildings
  - 70% of all street level facades are glass
  - use historically inspired design details
  - at-grade entrances
  - building exteriors must have clearly defined base separated from the upper floors with a sign, cornice, awning or other three dimensional element
  - outdoor seating as a conditional use
- e. Re-zone industrial property south of Fred Moore, north of the Pine River and west of sixth street to allow for residential development
  - permit attached and detached residential units
  - maximum building height of six stories along the Pine River
  - maximum building height of three stories along Fred Moore Parkway

## 2. Adopt recommended road alignment profile for Riverside Avenue

- council adopt recommended alignment
- work with MDOT to finalize design
- work with MDOT to develop engineering and construction drawings
- identify final locations and design for all crosswalks
- work with MDOT to install additional traffic light

## 3. Beautification

- create a palate of appropriate landscape trees, shrubs, perennials and annuals for use in landscaped median
- create a DDA beautification committee that is responsible for fund-raising and contracting for maintenance of boulevards and road right-of-way areas
- develop annual planting schedule
- remove fence along Pine Shores Golf Club and replace with enhanced landscape border

- create a public art committee to organize design competitions and to coordinate fund-raising
- partner with Cargill to create design competition for mural along the east side of the processing facility
- partner with local foundations to create a street tree endowment to provide for installation and maintenance of street trees along Fred Moore Parkway, Riverside Avenue, Clinton Avenue, Third Street, and Sixth Street

## 4. Connectivity

- a. Pedestrian and Bike Trails
  - create physical linkages - trails, paths, greenways - between all large park areas and open space, including Palmer and Rotary Parks, the marina, Pine Shores Golf Club, BP Nature Trails
  - extend trail from Rotary Park to BP Nature Area and Carney Drive Bike Path
  - extend trail along the south side of the Pine River
  - create on-road bike lane on Riverside Avenue that extends the length of the city
  - create bike lanes as a part of any street resurfacing project
  - install bike racks throughout the downtown core - at least 10 racks/loops every 1, 500 feet
  - develop a history walk identifying all significant historic land marks and buildings in town
- b. Visual Connectivity
  - select official DDA color and use for all light poles, site furniture and street signs within the DDA district
  - select standard light pole for use on Riverside Avenue, Clinton Avenue and Fred Moore Parkway
  - install seasonal banners/plantings along Riverside, Clinton and Fred Moore Parkway
  - use standard paving and crosswalk details throughout the DDA district
  - identify different light standards for the Gaslight District

## 5. Identity

- adopt standard colors and signage plan
- create a gateway feature at Fred Moore Parkway and Carney Drive
- create signage plan for Fred Moore Highway between I-94 and St. Clair
- use standard design details - lighting, color, landscaping through out DDA district to create unique identity





# Implementation Plan

## 6. Physical Improvements

- a. Riverview Plaza
  - create internal one-way streets by removing roof over hallway
  - renovate existing facade along Riverside Ave to maintain 70% glass on the street level
  - renovate building facades on interior drives to comply with 70% glass regulations
  - work with property owners to promote signage improvements
  - work with property owners to develop standard lighting treatment that reflects the colors and standards of downtown St. Clair
  - remove existing landscaping, plant new street trees at edge of sidewalk
  - create additional landscape islands along Riverside Avenue
  - replace gazebo and plaza area with Village Green park and fountain
  - renovate building “C” to create space on the second floor for a restaurant with outdoor river view seating
  - create additional outdoor seating opportunities around the Village Green
  - renovate existing parking areas to include new trees along the outer edge of the parking areas
  - install new tree islands in the parking lots
- b. Second and Third Streets
  - plant additional street trees
  - extend sidewalks along both sides of each street
  - extend Second Street through Riverview Plaza’s southern parking lot
  - install unique lighting along third street to signify the importance of the Gaslight District
  - work with Riverview Plaza to encourage development of live-work units along the east side of Third Street
- c. Riverside Avenue (M-29)
  - adopt recommended road profile
  - work with MDOT to facilitate reconstruction of M-29
  - plant additional street trees on west side of the road north of Pine River
  - plant street trees on both sides of the road south of the Pine River
  - work with MDOT to improve crosswalk visibility, including new striping and adding signs requiring drivers to yield to pedestrians in crosswalks as a short-term improvement
  - install new light fixtures
  - improve signage and wayfinding

- d.. Clinton Avenue
  - complete planned reconfiguration and paving
  - identify opportunities for shared municipal parking lot
  - install street lighting that uses the official downtown St. Clair light fixtures and colors
  - plant additional street trees at a minimum of 50’ on center using trees at least 3 inches in diameter
  - work with property owners to promote facade improvements
- e. Fred Moore Parkway
  - authorize survey to identify full extent of the right of way plan for the construction of Fred Moore Parkway including any necessary property acquisition
  - reconfigure curve at Pine Shores Golf Club
  - work with residents that will be affected by construction to develop interim traffic and access strategies
  - develop Fred Moore Parkway design to include a landscaped median and bike trail/bike lane and sidewalk
  - install street lighting using the standard downtown St. Clair fixture and colors
  - identify a plant palate for use in the landscaped median
  - assemble a committee charged with the on-going maintenance of the landscape improvements
  - build welcome center or other identifying gateway monument along Fred Moore Parkway between Carney Drive and the city limits
  - create committee and work with property owners to attract residential development on the vacant industrial land
  - partner with Pine Shores Golf Club and city to encourage the renovation of the existing clubhouse to use historic architectural details
  - partner with Golf Club and private landowners to extend Pine River trail

## 7. Administration

- a. Downtown Development Authority
  - organize the DDA to function as a series of committees;
    - form business recruitment and retention committee
    - form economic restructuring committee
    - form beautification committee
    - form promotions and events committee
    - form MDOT working committee to work with city and MDOT on M-29 redesign
  - develop marketing brochure for DDA district
  - actively recruit new restaurant and entertainment businesses
  - include Carney Drive businesses in DDA
  - develop facade improvement grant program
  - partner with St. Clair garden club or other civic clubs to provide funding and labor for the installation and maintenance of landscape improvements
  - work with local civic organizations and foundations to facilitate public-private partnerships to help fund physical improve - ments
  - facilitate selection of official downtown design details - including light fixtures, colors, paving details, site furniture and logos
  - convene quarterly joint meetings with the St. Clair City Council and planning commissions
  - expand the DDA District to include property on the west side of Third St.
- b. City of St. Clair
  - adopt recommended design for Riverside Avenue and Fred Moore Parkway
  - Coordinate Riverside Avenue reconstruction with MDOT
  - Authorize planning commission to develop form-based zoning districts as recommended within this study
  - Authorize planning commission to rezone industrial property along the south side of Fred Moore Parkway, as recommended
  - Assist the DDA in securing additional funding and act as the municipal sponsor for grants requiring such a sponsor





## Page 1

1